

Bachelor of Business Administration (Hons)

COURSE OVERVIEW

This course is tailored to give students an opportunity to further their studies in any business environment of their choice that leads to a successful career. Students can deepen their knowledge and skills through the area of knowledge designed for specific career path. Students will have an exposure and strong emphasis on the Management, Marketing, Entrepreneur, Economics, Finance, Information System and Business Analytics. These courses will help students to develop functional management and entrepreneurial skills to excel in any specialization of their interest and fulfill market demand.

 3 Years (9 Semesters) | Full Time

COURSE INTAKE

JANUARY | MAY | SEPTEMBER

LEARNING DISCIPLINES

- Management
- Marketing
- Economics
- Finance
- Information Systems
- Business Analytics
- and more

With a strong focus on **critical thinking, strategic decision-making,** and **leadership**, students will be well-prepared to take on business challenges with confidence.



ENTRY REQUIREMENTS

- 2 'A' Levels **OR**
 - BTEC/BDTVEC HND **OR**
 - IBTE Level 4 HNTec **OR**
 - BTEC/BDTVEC ND **OR**
 - Foundation Diploma/Certificate
- or any other equivalent qualifications recognised by the authorities concerned



ASSESSMENT

Through examinations, coursework, assignments, practical projects and presentations



AWARDS OF CERTIFICATE

The student will be awarded by the UNITAR International University of Malaysia



CAREER PROSPECTS

Sale Executive, Human Resource Executive, Marketing Executive, Credit Control Officer, Product Development Executive, Finance Executive, System Analyst, Account Executive, General Administrator, Business Analyst

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List of modules

Programme Core Modules

- Principles of Management
- Principles of Economics
- Business Accounting
- English for Academic Purposes
- Principles of Marketing
- Organizational Behaviour
- Principles of Finance
- Falsafah dan Isu Semasa
- Human Resource Management
- Quantitative Methods
- International Business
- Penghayatan Etika dan Peradaban
- Research Methods
- Business Ethics
- Financial Management
- Cross Cultural Management
- Integriti dan Anti Rasuah
- Digital Business
- Production and Operations Management
- Elements of Logistics Management
- Recreational Event Planning
- International Business Negotiations
- Organizational Development
- Entrepreneurship
- Strategic Management
- Design Thinking
- International Human Resource Management
- International Marketing
- International Transportation and Logistics
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Industrial Training

Elective: Marketing

- Digital Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- Retail Management

Elective: Digital Marketing

- Digital Marketing
- Strategic Social Media
- Search Engine Marketing
- Marketing Analysis

Elective: Leadership

- Leadership in Organization
- Coaching and Mentoring
- Team Dynamics
- Organizational Change and Conflict Management

Elective: Entrepreneurship

- Ideation
- Project Management
- Small Business Management
- Integrated Marketing Communication